

## CLAIMS

What is claimed is:

1. A method of providing retailer information to a remote customer, comprising the steps of:

providing an internet site hosted by at least one computer server in communication with a remote customer computer through a computer network;

communicating with said at least one computer server through said internet site;

transposing an actual image of a retail environment as a navigable image within said internet site;

providing functions to navigate said navigable image within said internet site; and

providing customer selectable links within said navigable image for providing detailed information of a particular retailer of said retail environment.

2. The method of providing retailer information to a remote customer of claim 1, further comprising the steps of:

transposing an actual image of an interior of said particular retailer as an alternative navigable image within said internet site; and

providing customer selectable links within said alternative navigable image for providing detailed information of a particular retailer.

3. The method of providing retailer information to a remote customer of claim 1, further comprising the steps of:

providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.

4. The method of providing retailer information to a remote customer of claim 2, further comprising the steps of:

providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer.

5. The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a downtown area of a community.

6. The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a shopping center.

7. The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a strip mall.

8. The method of providing retailer information to a remote customer of claim 1, further comprising the step of:

providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.